



Disclaimer: I hope you will find these notes helpful. They are not a complete representation of the meeting, but rather the highlights of topics discussed. Feel free to contact Erin Verplank or Zachary Burton at Westfield City Services Center: communications@westfield.in.gov or (317) 804-3001 if you have any questions.

MEETING SUMMARY

February 24, 2015

Jim Ake opened meeting at 7 p.m.

Jim highlighted the issue in Centennial regarding people on the ice on the retention lake. As HOA reps, we've got to drill the safety message down to parents and children.

Q and A with Mayor Cook

Building that is abandoned north of 32, West of 31. Went into foreclosure, McLure keeps it at the minimum level that we can touch it. The only thing that will fix it is the marketplace. We can't condemn the property. All the tanks have been removed.

David Rubin – Coming to the Chamber luncheon. City will create a video of David and present at various meetings.

Discussed David Byrd email supporting the year-round soccer complex. Good letter.

Towers – David Rubin is going to address that on Thursday.

WeCONNECT

Zach Burton gave a brief update on new communications initiatives. Asked if anyone had taken a look No comments. Cindy Spoljaric asked about mobile capabilities. Can be found on the City app.

MetroNet Update

Steve Biggerstaff spoke to the group about MetroNet process. Took Westfield 64 days to get from declaratory resolution to confirmatory resolution. "This is gig speed for a community. Our investors are extremely excited about this community."

Steve introduced Keith Leonhardt –VP of marketing, and Steve - Director of Residential Sales

Metronet received approval on the 17 to proceed with a TIF. Will close on the bonds and begin construction in mid-March.

As of a couple weeks ago, Metronet has ordered the fiber, the duct, the splice kits. They have selected a provider. They have reached a purchase agreement with ICC in Centennial.

Steve clarified funding: There are no city funds. There are no taxpayer dollars pledged. There is no guarantee on the city's part. Metronet guarantees it, Metronet pays for it. Have done this around Indiana. Currently are looking at something comparable in Iowa.

Metronet starts construction in mid-to-end March. Which neighborhood they go to first has not been defined.

Keith – Have watched Westfield grow. Excited to be here. Westfield is our 22nd city in Indiana. Metronetinc.com/westfield will allow people to sign up and communicate with MetroNet.

HOAs should feel free to invite MetroNet into meetings.

Question about competitors: They will want to lock you in so that you can't take us for at least two years. You will start to see some specials. Prices will go down, services will go up and there will be more offerings.

"Our competitors get better when we enter the market."

IFN will be working with MetroNet. IFN has an existing network that will be a huge help to MetroNet to get started. Our trunking and rings have been designed. This will be the fastest we have done it in any community.

Value through Innovation – John Rogers

John Rogers, director of enterprise, presented information regarding cost-saving initiatives in the city.

What a great time to be in Westfield. We are about to be a gigabit city. I attend meetings with some of the best controllers in the city. They look to us for some of the innovation they are needing to do.

AR / AP – fundamental in building any great organization. Started doing things like maximizing the value of things like school garages. You've already paid for it, let's maximize it.

CIPA – Central Indiana Purchasing Alliance – We share contracts. We purchase in aggregate. That has helped us in purchasing things like salt with INDOT. Sometimes it's just us asking a question that nobody else has asked.

WestfieldConnects – an internet technology organization that John created to resell to other providers. We recently exchanged 72% of that asset for \$5.2M in equipment and services over the next 10 years. Also allowed us to work with MetroNet.

We do RFPs all the time – it's far less expensive for us to outsource certain things than to do it as a city. Constantly trying to make sure the taxpayers are getting their value.

Back in 2010 I was working with the State Board of Accounts on p-cards. Took a list of controls that would be put in place to satisfy their interest and concerns. Cindy Gossard was okay with piloting the idea, so they were okay. The pilot was so successful that we wrote the manual for p-cards for the State. Have dollar limits, time spending limits, place limits where you can spend (gas stations, certain stores). What it does is it reduces the amount of invoices needing to be manually processed. That's really the goal. We work really hard at that.

Ambulance cost of services – Co-wrote the product. Approached by folks at the State Board of Accounts. What this program does is allows you to organize your cost of services. If ambulance cost of service is off, you can now prove that you were shorted. You can turn that in to receive the difference. What that has done for the city is about \$115,000 for 2011-2012.

Change is inevitable. If you don't think things are going to change, then you're not going to be a happy person. But if you choose to innovate before you need to, it allows you to be nimble. We have time to let things cook. I think it serves the community well.

Like you, we have a credit rating. Do you know what your credit rating is? The city's is AA+

We went from an AA- to a AA+ in a single change. That's almost unheard of. You are all part of it. You have made this happen by the choices you made. It's all of you and your neighbors working together to build upon everything that's happened before.

Questions:

Financial reporting system: The new financial reporting system is more up-to-date. It is more robust. It has a lot more reporting capabilities. We have to sync all the data from the old system. When that is complete, we'll have a whole new level of reporting capabilities. We will be able to do a lot more trending. We trend on the revenue side as well as the expense side. What we try to do is spot outliers. For example, when we developed a trend line for food and beverage tax, we found that what we were receiving was out of line. We physically went down to the Department of Revenue. We made them aware of this and are now getting more reports from them. We can look at the data and then flag it for them to take care of. We've caught a few thousand dollars over the years that should have been coming here that were going to Carmel. We pride ourselves on that. We get our money. We get *your* money.

Chris Bluto – Countryside

Countryside is located between Spring Mill and Oak Ridge. 1,100 homes. 14 neighborhoods. Countryside had multiple builders. It's fairly big. It's been a big challenge for us. We've only been a resident-driven board for the last seven years. We meet every third Thursday of the month. We staff a property management position two days a week. We head into election season soon. We try to communicate that via NextDoor and Facebook. Try to get it done in one session.

NextDoor has been a really big thing. A lot of other neighborhoods have come on board, and we are communicating with the other neighborhoods. We still have a website, used for documents/permits.

We have the largest shoreline when you count up all the ponds. We've implemented new rip-rap project to make it look nicer, and ease erosion problems. We've squeezed as much money as possible so we haven't had to raise our dues.

We try to get our residents involved in Westfield in Bloom. We've offered tree sales to our residents on the wholesale. We only do it for a two week period every year to make it cost effective.

We've added a swim club – compete with Merrimac and Spring Mill Villages.

We do two garage sales every year. We try not to compete with other neighborhoods.

We do walk-to-school and bike-to-school events. We're hoping in the future it can get more kids to walk and bike to school. We have lots of great paths here. Kids can be healthier, more active, spend time with friends.

We have one master association – condominium association and townhomes association. We try to keep everyone involved in the larger neighborhoods. It allows people to identify with neighborhoods.

Chris discussed the Spring Mill Station Task Group. Allowed neighbors to decide what they wanted themselves, as opposed to developers coming in and telling them. Worked with elected officials. Spring Mill Station Plan was adopted by the Council. Gives developers a road map for what they need to do.

Jim Ake asked for volunteers to present at the next meeting.

Larry Clarino – next presentation (Oak Manor)

Jim noted that Metronet reps would stick around to answer questions and closed the meeting shortly before 8:30 p.m.